

WHAT IS CLAIMED IS:

1                   1.       A method for messaging with devices in order to determine one or  
2 more actions to perform, the method comprising:  
3                   storing information for a message, the stored information comprising action  
4 information corresponding to the one or more actions;  
5                   sending a message to a device including a message identifier and one or more  
6 action identifiers corresponding to the one or more actions;  
7                   receiving a response message from the device, the response message including  
8 an action identifier in the one or more action identifiers and the message identifier;  
9                   determining the stored information using the message identifier;  
10                  determining action information for the action in the stored information using  
11 the action identifier; and  
12                  performing the determined action using the action information.

1                   2.       The method of claim 1, wherein the action information comprises  
2 information compatible with a web-based application, wherein the web-based application is  
3 used to perform the action.

1                   3.       The method of claim 1, wherein the sent message comprises a text-  
2 based message and the response message comprises a text-based message.

1                   4.       The method of claim 1, further comprising sending a result of the  
2 performed action to the device.

1                   5.       The method of claim 1, further comprising determining device  
2 information associated with the response message, wherein the message identifier and the  
3 device information are used to determine the stored information.

1                   6.       The method of claim 1, wherein the device information comprises at  
2 least one of information specific to a device and information specific to a user.

1                   7.       The method of claim 1, wherein the device comprises a mobile device.

1                   8.       A method for messaging with devices in order to determine one or  
2 more actions to perform, the method comprising:  
3                   storing information on how to perform one or more actions;

4                    sending a message to a device including information identifying the one or  
5 more actions;  
6                    receiving a text message from the device including information identifying a  
7 desired action in the one or more actions;  
8                    determining stored information on how to perform the desired action using the  
9 information specifying the desired action; and  
10                  causing the determined action to be performed using the information on how  
11 to perform the desired action.

1                    9.        The method of claim 8, wherein the information on how to perform the  
2 one or more actions comprises web-based information.

1                    10.     The method of claim 9, wherein the web-based information comprises  
2 a URL.

1                    11.     The method of claim 8, wherein the sent message comprises a plain-  
2 text message.

1                    12.     The method of claim 8, wherein the text message comprises a plain-  
2 text message.

1                    13.     The method of claim 8, wherein determining the stored information  
2 comprises using a message identifier for the received message to determine the stored  
3 information.

1                    14.     The method of claim 8, further comprising sending a result of the  
2 performed action to the device.

1                    15.     A device for generating and processing messages to determine actions  
2 to perform, the device comprising:  
3                    a message generator configured to generate a message identifying one or more  
4 actions and to send the generated message to a device;  
5                    an information storer configured to store information associated with the  
6 identified one or more actions;

7 a receiver configured to receive a response message from the device, wherein  
8 the response message identifies an action in the one or more actions identified in the message  
9 sent to the device;

10 an action determiner configured to determine stored information for the  
11 identified action; and

12 an action performer configured to cause the action to be performed using the  
13 determined stored information.

1 16. The device of claim 15, wherein the generated message comprises a  
2 text message.

1 17. The device of claim 15, wherein the response message comprises a text  
2 message.

1 18. The device of claim 15, wherein the one or more actions comprise  
2 web-based actions.

1 19. The device of claim 15, wherein the action determiner determines the  
2 stored information using at least one of a message identifier for the response message to and  
3 information specific to the response message.

1 20. The device of claim 15, wherein the information specific to the  
2 response message comprises information specific to a user.

1 21. A system configured to perform actionable messaging, the system  
2 comprising:

3 one or more devices;

4 an application configured to perform actions; and

5 an actionable message device configured to communication with the one or  
6 more devices and the application, the device comprising:

7 a message generator configured to generate a message identifying one  
8 or more actions and to send the generated message to a device;

9 an information storer configured to store information associated with  
10 the identified one or more actions;

11                           a receiver configured to receive a response message from the device,  
12 wherein the response message identifies an action in the one or more actions identified in the  
13 message sent to the device;  
14                           an action determiner configured to determine stored information for  
15 the identified action; and  
16                           an action performer configured to cause the action to be performed  
17 using the determined stored information.

1                   22.     The system of claim 21, wherein the one or more devices comprise  
2 mobile devices.

1                   23.     The system of claim 22, wherein the mobile devices are configured to  
2 receive messages exclusive of web-based messages.

1                   24.     The system of claim 22, wherein the mobile devices are configured to  
2 send messages exclusive of web-based messages.

1                   25.     The system of claim 21, wherein the application comprises a web-  
2 based application.